Security Distributing & Marketing

Integrated Access Control

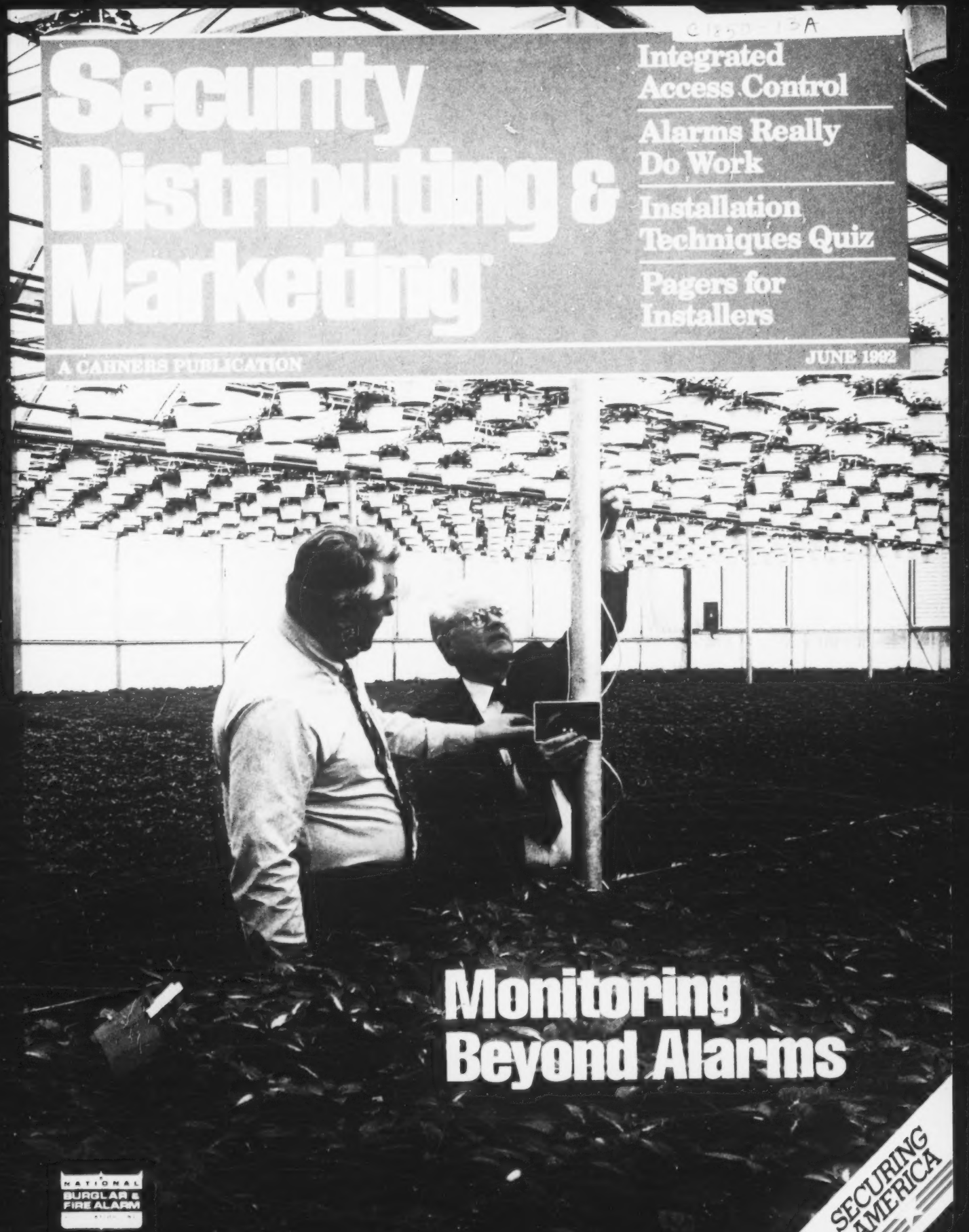
Alarms Really Do Work

Installation Techniques Quiz

Pagers for Installers

A CAHNERS PUBLICATION

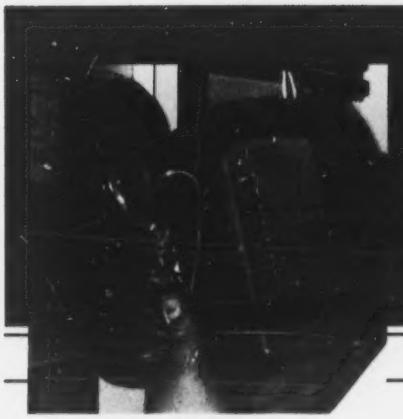
JUNE 1992



Monitoring Beyond Alarms

NATIONAL BURGLAR & FIRE ALARM

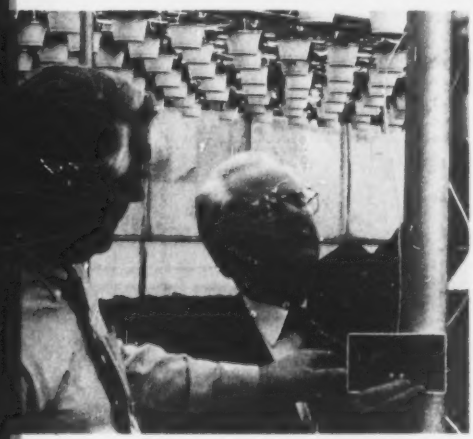
SECURING AMERICA



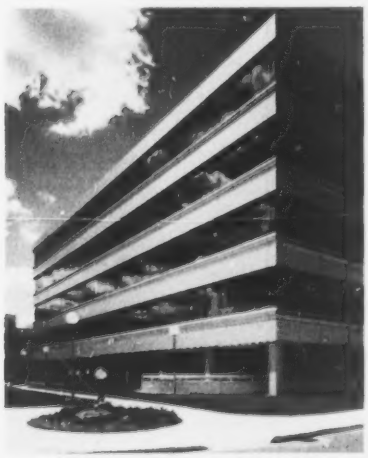
Security Distributing & Marketing®

A Cahners Publication *Volume 22, No. 7* *June 1992*

50 SDM *reviews Infotest, a multi-purpose tester.*



60 *Monitoring enviromental alarms boosts revenue.*



73 *Integrated security is best for an office.*

FEATURES

60 Monitoring Beyond Alarms
Boost your revenues by venturing outside of the scope of traditional burglar and fire alarm monitoring. Two full pages of listings of nationwide monitoring firms follow the article.

73 Weave an Integrated Security Network
Integrate CCTV, burglar, fire, and access control systems for more profit and a more secure office environment.

78 Proof that Alarms Really Work
The second in a series of articles offers scientific proof that alarm systems effectively avert residential burglaries.

DEPARTMENTS

11 Editorial

19 Letters

23 5-Minute Tech Quiz
□ Test your knowledge about installation practices, such as wiring and mounting devices.

27 SDM Products
□ Use SDM Fax to get information quickly on the industry's newest products.

45 Kinks & Hints
□ Here's how to comply with the new Americans with Disabilities Act.

49 Workbench Review
□ Corby access control system performs at home.

51 Reader Service Card

57 Equipment Overview
□ Boost productivity with radio pagers.

83 Shooting from the Lip
□ The Los Angeles riots provide food for social thought.

88 News Briefs
□ A new House bill is designed to slow the RBOCs' entry into information services.
□ Chicago flood and L.A. riot test dealers' disaster plans.

100 NBFAA Report
□ NBFAA members will select future convention sites.
□ Outgoing president Egan reflects on association's growth.

107 Marketline
□ Monitoring Automation Systems receives a marketing excellence award.
□ New campus security service.

129 Supplier Profiles

132 Dealer of the Year Nomination Form

133 SDM Classified

143 Advertisers Index

144 SDM Update
□ Alarm dealers believe that growth in competition has kept pace with growth in demand for security systems.

ABOUT THE COVER

The business of installing and monitoring environmental alarms has added longevity to Gene Franklin's (right) accounts and has provided his company, Safe Security, Buffalo, NY, access to clients outside of the burglar and fire alarm market. See page 60.

Cahners Publishing Company, A Division of Reed Publishing USA :: Specialized Business Magazines for Building & Construction :: Research :: Technology :: Electronics :: Computing :: Printing :: Publishing :: Health Care :: Foodservice :: Packaging :: Environmental Engineering :: Manufacturing :: Entertainment :: Media :: Home Furnishings :: Interior Design :: Specialized Consumer Magazines for Child Care :: Boating :: Wedding Planning

Security Distributing & Marketing® (ISSN: 0049-0016)(GST #123397457) is published monthly, except in May, August and November when two issues are published, by The Cahners Publishing Company (subscription includes all issues). Cahners Publishing Company is a Division of Reed Publishing USA. 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President; Frank J. Sibley, Executive Vice President; Charles E. Moodhe, Senior Vice President/General Manager, Chicago Division; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Cahners Publishing Company, 44 Cook St., Denver, CO 80206. Phone: 303/388-4511. Second class postage paid at Denver, CO 80206 and additional mailing offices. **Postmaster: Send address changes to** *SECURITY DISTRIBUTING & MARKETING, P.O. Box 173477, Denver, CO 80217-3477.* *Security Distributing & Marketing*® copyright 1991 by Reed Publishing USA. Robert L. Krakoff, Chairman and Chief Executive Officer. Annual subscription rates for non-qualified people: USA, $69.95/1 yr.; Canada, $128.35/1 yr.; Mexico, $119.95/1 yr.; other countries, $149.95 for surface mail and $224.95 for air mail. Single copies are available for $15, $20, $20, and $25 (USA, Canada, Mexico, and foreign). Product & Service Locator (Buyers Guide) is available for $90, $75, $75, and $100 (USA, Canada, Mexico, and foreign). Please address all subscription mail to *Security Distributing & Marketing*®, 44 Cook St., Denver, CO 80206. *Security Distributing & Marketing*®, and *SDM*® are registered trademarks of Reed Properties Inc., used under license.

HOME SECURITY

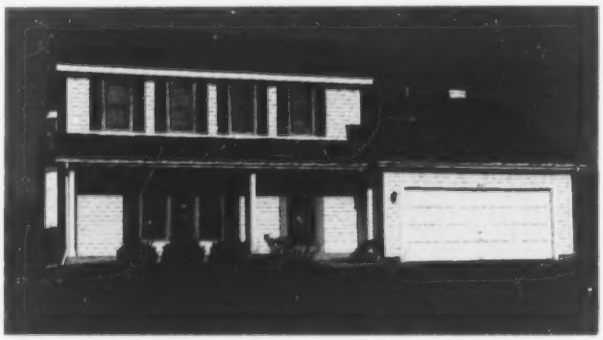
Proof that Alarms Really Work

The second in a series of articles offers scientific proof that alarm systems effectively avert residential burglaries.

By Simon Hakim and Andrew Buck

Alarm industry professionals often must field questions from prospective security system owners about the effectiveness of alarms. A study that examined burglaries and their relationships to alarm systems provides a definite answer to the question: Are burglar alarm systems effective?

The study, "The Effectiveness of Burglar Alarms," was conducted between 1989 and 1991 in three Philadelphia suburbs. The study is based on a survey of 1,147 residential and commercial dwellings. The groups that were surveyed are: burglarized alarm owners, burglarized non-alarm owners, non-burglarized alarm owners, and a matched control group of non-burglarized, non-alarm owners. This article reports the results of the residential portion of the study. Subsequent articles in *SDM* will address the commercial sector results.



Homes without alarm systems are nearly three times more likely to be burglarized than homes with alarm systems, according to the study.

A home is broken into. The next morning, the neighbors are scared into action. Many, including the homeowner who was victimized, call and get quotes for a security system. Several actually purchase a system.

While peace of mind is the initial benefit these homeowners get from buying an alarm system, few of the buyers realize that alarm systems really do ward off crime.

A study that explored the connection between burglaries and alarm systems found that burglars choose the homes they plan to victimize based on four sequential factors: the property's adjacency to major streets, the affluency of the neighborhood, the attractiveness of the home compared with neighboring homes, and the security precautions, if any, that are taken by the homeowners.

The study revealed that homes that are located in different neighborhoods are at different levels of burglary risk. For example, a home that is located in an affluent area is exposed to twice as many burglaries as its equal counterpart in a less affluent locality.

In addition, the study uncovered another major factor that determines whether a home gets burglarized: an alarm system.

Reduced risk

Alarmed homes are less likely to be victimized than non-alarmed homes under equal environmental conditions. In fact, the burglary probability of non-alarmed properties is 2.7 times greater than that for alarmed homes, a factor that is based on actual burglary rates of the three suburbs that were studied in the report.

In addition, the higher the value of the home, the greater the risk of burglary, but the more effective the alarm is. In Springfield, PA, which is a working class suburb with a median home value of $58,600, non-alarmed homes were burglarized 2.3 times more than alarmed homes. In Tredyffrin, PA, which, in 1989 when the survey was begun, had a median home value of $98,700, non-alarmed homes were found to be 2.9 times more likely to be burglarized than alarmed homes. As further evidence, of the homes in Tredyffrin that were valued above $100,000, those without an alarm were 3.1 times more likely than homes with alarms to be burglarized.

The few alarmed properties that were burglarized in the study had some distinctive characteristics: They were all located in close proximity to heavily traveled roads. They were very expensive and visible. They had fewer yard signs than other non-burglarized alarmed homes. Most importantly, the homeowners took significantly fewer security precautions in addition to an alarm system.

Although alarm owners in general are more sensitive to security and take more precautionary measures than do non-owners, the study shows that alarmed homes that were burglarized relied merely on the alarm system for security, more so than non-burglarized alarm owners. In addition, owners of alarmed homes that were burglarized took fewer precautions than even a group of non-alarmed, non-burglarized households suggesting that alarms work best as part of a larger plan.

The figure, "Best bet against burglary: alarm plus precautions," shows the probability of burglary for the four groups

What constitutes complete security?

While burglar alarms are effective crime stoppers by themselves, a complete security package requires more. Alarm owners should support their alarm systems by taking the following measures.

1. Deterrence: car in the driveway, timed and motion-sensitive indoor and outdoor lights, timed radio and TV, alarm company yard sign.

2. Prevention: deadbolt locks, solid wood door frames, window stoppers.

3. Detection: central-station-monitored electronic security system.

studied. Based on the survey's results, the likelihood of being burglarized is nearly 11 times higher if no precautions and no alarm are present than if both measures are present. A homeowner who takes many precautions, but is not protected with an alarm, has a lower chance of being burglarized than a homeowner who owns an alarm but takes less than three additional precautions.

Security package

Based on these findings, it appears that a package of security precautions, with an alarm system playing a central role, is essential in residential protection. The survey results identified three elements—deterrence, prevention, and detection—that should be addressed in this package.

Deterrence measures send a signal to the outside world that somebody is home. The most distinct measures are a car in the driveway, timed and motion-sensitive exterior and interior lights, a timed radio or television, and a yard sign from a known alarm company.

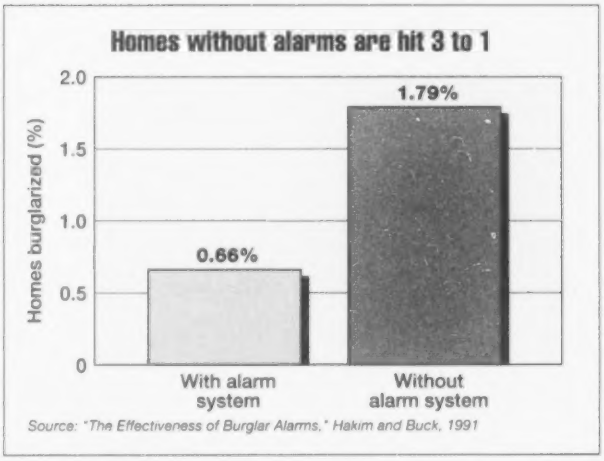
Prevention measures make penetration more difficult and time-consuming. The most effective measures are deadbolt locks on all ground-level exterior doors. Solid door frames are essential for the locks to be effective. The windows also should be equipped with some mechanism that makes it more difficult to open them.

Detection measures detect an intruder once he is on the premises. Only a perimeter and interior alarm that covers at least the entire first floor and is connected to a central station can satisfy the detection criterion.

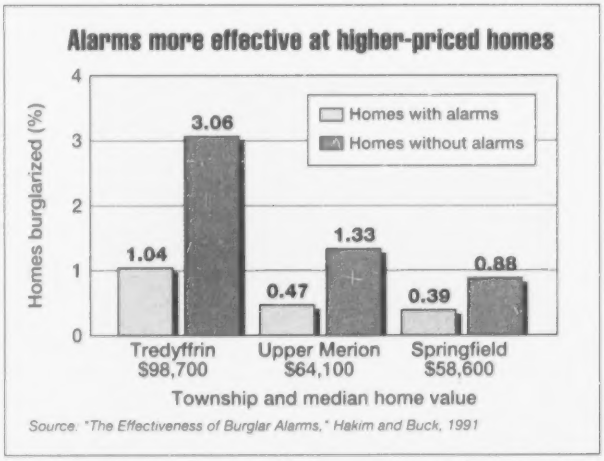
While the study proved without a doubt that alarms are effective, increasing in effectiveness as home value increases, it also revealed that an alarm system is an essential part of a complete security package, aimed at reducing the chance of residential burglary to its lowest possible level. **SDM**

Simon Hakim and Andrew Buck are professors of economics at Temple University, Philadelphia. *Watch future issues of* SDM *for other articles in this series, which will cover characteristics of alarm owners and effectiveness of non-residential alarms.*

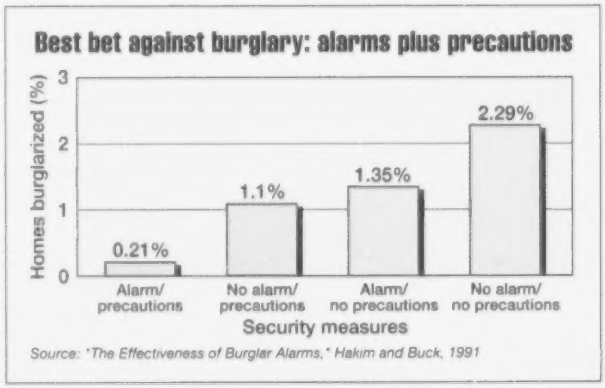
Editor's Note: The entire study, "The Effectiveness of Burglar Alarms," is available from the National Burglar & Fire Alarm Association, 7101 Wisconsin Ave., Suite 1390, Bethesda, MD 20814-4805; telephone (301)907-3202, or circle **445** *on the reader service card.*



Non-alarmed homes are burglarized 2.7 times more often than those with alarms.



Expensive homes have a greater exposure to burglary, but alarm systems are more effective at protecting them.



A package of security precautions that includes an alarm system provides the best protection against burglary.

SDM Update

Statistics on market conditions and trends

Who's your toughest competitor?

By Laura E. Stepanek
Senior Editor, SDM

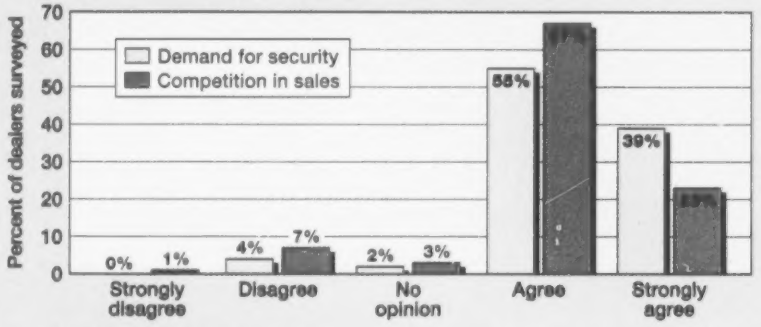
A recent survey conducted by *Security Distributing & Marketing* shows that, while sources of competition in the security industry have changed considerably over the past five years, alarm dealers believe that the growth in competition has kept pace with the growth in demand for security systems.

In 1987, 31% of security dealers who participated in *SDM*'s annual Forecast survey stated that large security companies presented the toughest competition for their businesses, while 32% thought that their stiffest competition came from smaller alarm companies.

Only five years later, in the 1992 survey, 44% said large or national companies provide their stiffest competition, 21% think small alarm companies are the prime source of competition.

Competition matches demand for security

Dealers were asked to agree or disagree: "Compared with 1986, demand for security systems and competition in system sales in the area we serve have increased."



*Total exceeds 100% due to rounding.

Source: Security Distributing & Marketing, Forecast 1992

Ninety percent of dealers believe that demand for security systems has increased since 1986 and 94% think that competition has increased likewise.

Planning for CCTV end-user needs

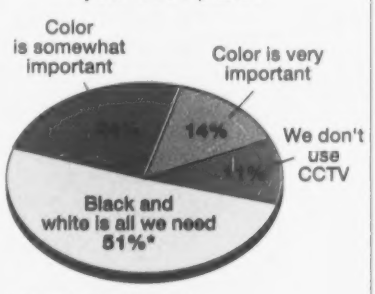
Planning for the future growth of your business is easier if you know more about trends in end-user markets. For example, are commercial security users relying more on color CCTV in their facilities? If you supply access control systems, are you aware of how often end-users need new cards?

A January, 1992 study by *Security*, the magazine for buyers of security products, systems, and services, revealed that 38% of its readers said color is either very important or somewhat important to their CCTV plans.

In a similar survey conducted in July, 1991 by *Security*, 33% indicated they would switch from black-and-white to color in their next CCTV upgrade. In a July, 1989 survey, 26% said they currently use color and of the 74% who do not, a fifth said they have a need for it.

Color CCTV becoming more popular

Commercial security users were asked: "How important is color to your CCTV plans?"



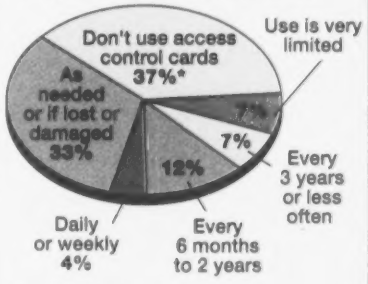
*percent of respondents

Source: SECURITY Magazine, Jan. 1992

Acceptance is reflected in business security. More and more, end-users are requesting color CCTV systems.

Most cards are replaced as needed

Commercial security end-users were asked: "How often do you re-issue or replace access control cards?"


Don't use access control cards 37%*
Use is very limited
As needed or if lost or damaged 33%
7%
12%
Every 3 years or less often
Daily or weekly 4%
Every 6 months to 2 years

*percent of respondents

Source: SECURITY Magazine, Jan. 1992

A third of end-users replace access control cards as needed, when cards are lost or damaged.

Revenue from cards

Part of being an access control dealer is supplying access cards, which can be a source of recurring revenue if you supply large-volume end-users.

How often do users need cards? According to the *Security* magazine study, a third of users replace cards as needed, if they are lost or damaged, 12% replace cards every six months to two years, 7% every three years or less, 7% infrequently, and 4% daily or weekly.

For reprints of this, or any other article published by SDM, *contact Katie Pyziak, Cahners Reprint Services, 1350 E. Touhy Ave., Des Plaines, IL, 60017; (708)390-2236.*